



ENERGY STAR® Sales Associate Training

Refrigerators and Freezers



2015

Objectives

By the end of this training, you will be able to:

- Help customers understand the opportunity to reduce energy use and save money by purchasing an ENERGY STAR certified refrigerator or freezer.
- Address customer questions or concerns regarding ENERGY STAR certified refrigerators or freezers.
- Explain ENERGY STAR certified refrigerator and freezer features and benefits to diverse customers.
- Understand the opportunity you have to increase the average ticket price through ENERGY STAR certified refrigerators or freezers.



What is ENERGY STAR?



ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment.

ENERGY STAR certified products:

- Save energy
- Save money
- Save the environment



Why ENERGY STAR Matters to Your Customers

Energy & Cost Savings

- ENERGY STAR certified products save money!
- Reduced energy use = lower energy bills, saving you money

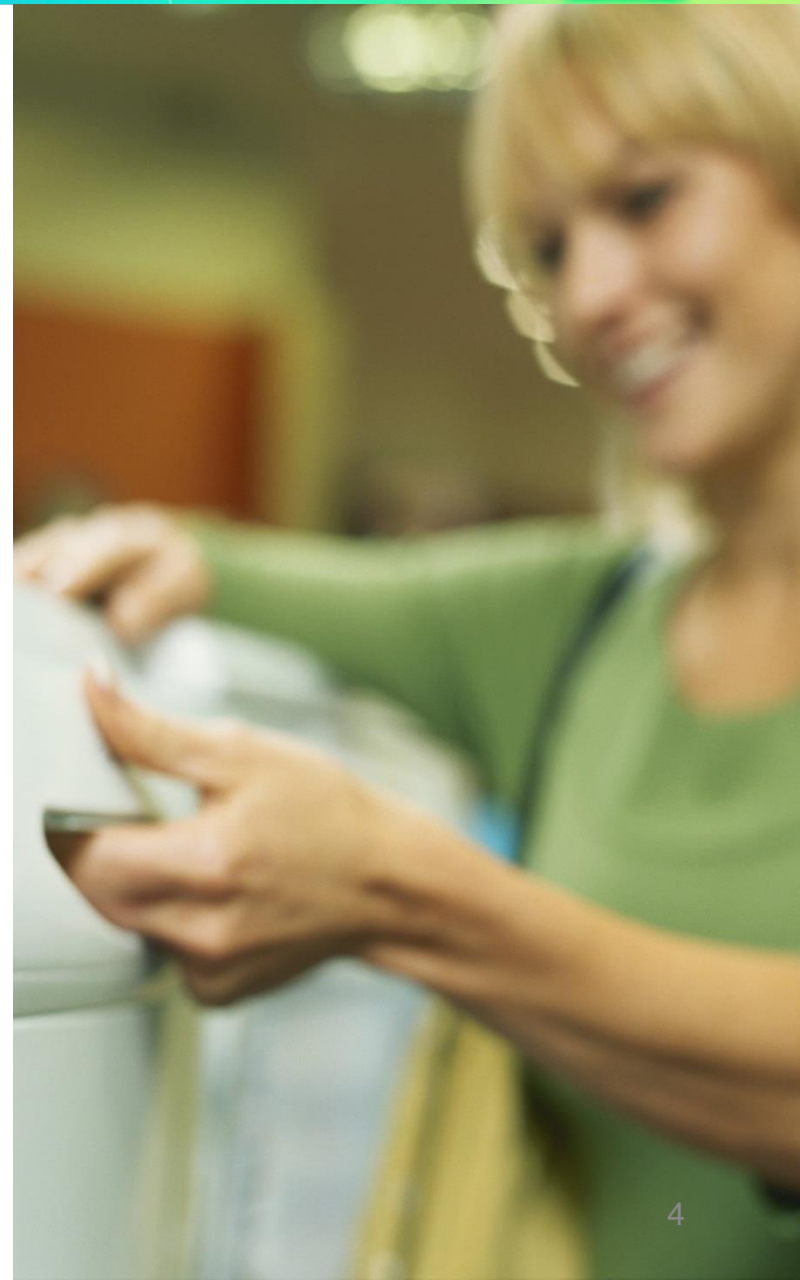
Product differentiation

- ENERGY STAR certified appliances incorporate advanced technologies and high-efficiency features

Social Value

- ENERGY STAR helps your customers be environmentally responsible
- Saving energy helps prevent climate change by reducing greenhouse gas emissions

Help your customers make **smart purchases** to build customer loyalty and increase sales!





How Saving Energy Helps Protect the Environment

- The **power of the individual** makes a difference!
- ENERGY STAR is **the environmental choice that provides energy savings without compromising performance** or comfort.
- ENERGY STAR is **a government-backed symbol** that means labeled products have been independently certified to use less energy than comparable products and reduce greenhouse gas emissions.



ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

Approximately **40 percent of U.S. households knowingly purchased** an ENERGY STAR certified product in the past year.

Of households that purchased ENERGY STAR products in the past year:

- **About 77 percent** reported the label as **influential** in their purchasing decision;
- About **75 percent** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.



ENERGY STAR Appliances

- **Refrigerator-freezers***
- Freezers
- Clothes Washers*
- Clothes Dryers – New!
- Dishwashers*
- Dehumidifiers
- Room Air Cleaners/Purifiers
- Room Air Conditioners

* ENERGY STAR Most Efficient 2016 recognition available



*



*



*





The Customer's Opportunity: Saving Energy = Saving Money

- 19.5 million 15-year or older refrigerators still in use throughout the U.S.
- On average, a 15-yr old refrigerator uses **twice** as much energy as a new ENERGY STAR refrigerator.
- Many utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified refrigerators and freezers.
- Help your customers save money with ENERGY STAR certified refrigerators and freezers by using less energy.



ENERGY STAR certified refrigerators and freezers use less energy and cost less to operate resulting in **lower utility bills**. For added savings show customers [available rebates](#).



What Makes an ENERGY STAR Certified Refrigerator or Freezer?

- Increased savings
- Improved technology and features
- A commitment to protecting the environment

Refrigerator and freezer efficiency is measured by **Annual Energy Consumption (AEC)** **kwh/year**.

- AEC is a measure of the estimated energy use of the refrigerator or freezer per year. The lower the value, the less energy the refrigerator or freezer uses.
- To qualify for ENERGY STAR certification, the AEC must be less than or equal to a Maximum Annual Energy Consumption (MAEC) for the type of refrigerator or freezer, based on the size and configuration.

For more information on the MAEC needed to qualify for ENERGY STAR certification, see the ENERGY STAR Refrigerator and Freezer [Program Requirements](#).

The ENERGY STAR label recognizes a selection of highly efficient refrigerator and freezer models from leading manufacturers in many different configurations, including top-freezer, bottom-freezer, side-by-side, and compact.

ENERGY STAR Certified Refrigerator and Freezer Savings

- By properly recycling your old refrigerator and replacing it with a new ENERGY STAR certified model, you could **save \$260** over the next five years.
- ENERGY STAR certified refrigerators are **9 percent** more efficient than standard models.
- *If all residential refrigerators sold in the United States were ENERGY STAR, the **utility cost savings would grow to more than \$420 million each year** and nearly 8 billion pounds of annual greenhouse gas emissions prevented. This is **equivalent to the emissions from more than 755,00 vehicles.***





Is Your Customer Concerned About the Environment?

Listen

- I need a new refrigerator, but it needs to be energy efficient.
- My refrigerator is old and probably using a lot of energy. I'm concerned about my environmental footprint.

Tell

Your green customers about ENERGY STAR certified refrigerators:

- “ENERGY STAR refrigerators help prevent climate change. The U.S. EPA estimates that if all refrigerators sold in the U.S. were ENERGY STAR the emissions from more than **755,000 vehicles would be avoided, nearly 8 billion pounds of greenhouse gas emissions each year.**”
- “A new ENERGY STAR certified refrigerator uses **less energy than two 60-watt light bulbs.**”
- “ENERGY STAR is the simple choice: **save energy, save money, and help protect the climate**”



Have a Customer Focused on Saving Money?

Listen

- My refrigerator is done, but money is tight. Can you point me to a cost-effective option to replace it?
- The options you have cost too much up front.
- I've been researching refrigerators and you have the cheapest models.



Tell

Your money-conscious customers about ENERGY STAR certified refrigerator savings:

- “ENERGY STAR refrigerators might cost more, but there may be [rebates](#) available in your area to offset the cost.”
- “While the price might seem high upfront, the purchase price is only part of the cost. **ENERGY STAR refrigerators and freezers** save energy and money over the product's life.”
- “Replacing your old refrigerator with, a new ENERGY STAR model could save you **\$260.**”

“It's too much money up front.”



Have a Customer with Lots of Objections?

Listen

- How can I tell this “energy efficient” refrigerator is saving for me?
- ENERGY STAR refrigerators sound great, but I’ve heard I can’t get one in the with the features I want.
- How do I know the product is truly ENERGY STAR?

Tell

Your skeptical customers about ENERGY STAR certification and the benefits of ENERGY STAR certified refrigerators:

- “To earn the ENERGY STAR, refrigerators are independently certified based on testing in an EPA recognized lab, to meet **strict energy-efficiency guidelines**.”
- “You can find the ENERGY STAR label on the most advanced refrigerators in a variety of designs. Many also use innovative drawer designs and improved temperature controls to keep your food fresher, longer.”
- “Look for the **ENERGY STAR logo** and the product listing on the ENERGY STAR [product finder](#).”

“How do I know it’s really ENERGY STAR?”

Look for the simple choice for energy efficiency.



ENERGY STAR Most Efficient



What is it?

- A new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation.
- It represents the “best of the best” among those that qualify for ENERGY STAR in a given year.

Why is it important to your customers?

- Gives your customers leading edge products to choose from without trade-off in features or functionality.
- Many use innovative and advanced technologies.
- Helps your customers be environmentally responsible.



ENERGY STAR Most Efficient

Most Efficient Appeals to:

- Existing and new audiences
 - Early adopters
 - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

Refrigerator models recognized as the Most Efficient of ENERGY STAR 2015 offer on average **15% energy savings** compared to the federal standard.



Close the Sale By Showing Your Customer EVEN More Savings!

Visit www.energystar.gov/rebatefinder:

- Appliance rebates in your area,
- Incentive amounts, start and end dates,
- Name, location, and contact information of rebate sponsors.

The screenshot shows the ENERGY STAR website's Rebate Finder interface. At the top, there's a navigation bar with the ENERGY STAR logo, the tagline 'The simple choice for energy efficiency.', and links for 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. Below this is a menu with categories: 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. A breadcrumb trail reads: 'Home » Certified Products » Rebate Finder » Special Offers and Rebates from ENERGY STAR Partners'. The main heading is 'Certified Products' with a subtext 'Your source for energy efficient product information'. A secondary navigation bar includes links: 'All Certified Products', 'How a Product Earns the Label', 'Save Energy at Home', 'Join Our Movement', and 'Product Specifications Search'. The primary section is titled 'Find Product Rebates & Other Special Offers' and features a green icon of a dollar bill with a circular arrow. It contains a text box asking for a zip code to find rebates and a list of three steps: 1. Enter zip code for rebates, 2. Narrow results to categories, and 3. Connect to utility websites. Below this is a green bar with the text 'Enter your zip code to begin.', a search box with 'All Zip Codes' entered, and a 'FIND REBATES' button. The bottom section, 'Additional Resources from ENERGY STAR', contains three boxes: 'LEARN MORE ABOUT PRODUCTS' with a dropdown for 'Select a Product Category', 'PRODUCT FINDER' with a 'START HERE' button, and 'My ENERGY STAR' with a 'GET STARTED' button and a small image gallery.

Questions?

For questions about ENERGY STAR certified refrigerators, freezers or for additional information, including qualified product lists and savings figures:

- Write to appliances@energystar.gov
- Call (888) STAR-YES

